

ACM

The Automated
Coupon Machine™

On-Demand Coupons.
Real-Time Results.



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BETACORP™

2004 Media Kit

Coupons' Redeeming Value?

A.C. Nielsen estimates that nearly 5 out of every 6 households utilize grocery coupons as an integral part of their shopping routine, and yet redemption rates continue to decline. Consumers still want the savings afforded by coupons, but clearly there is a disconnect between the products consumers want and the coupons they can find.

- Manufacturers' total spending on coupon distribution: \$7 billion
- Number of coupons issued rose 4.1 percent in 2003 to 258 billion
- Number of coupons redeemed declined 5.3% to 3.6 billion
- Despite lower redemption, the total value of coupons redeemed remained flat at \$3 billion due to a hike in face value from 80 cents to 82 cents.

Source: www.promomagazine.com
April 2004

The Challenge: A Better Way to Distribute Coupons

Advertisers today are spending more money than ever on coupon distribution. In 2003, the industry spent \$7 billion in an ongoing struggle to get the right coupons in the hands of the right consumers. Yet redemption rates continue to decline. Manufacturers have come to expect less than 2% redemption from most coupon marketing programs. With the technology we have today, is this really the best we can do?

Enter the ACM™ – The ATM of the Coupon Industry

The Automated Coupon Machine™ (ACM) is a self-service kiosk that lets customers choose the coupons they want to use – right before they shop. Positioned inside the entrance of the store, the ACM™ is an easy-to-use coupon center much like an ATM, except that it's faster and free.

Using touch-screen technology, customers select from a menu of product categories to print coupons for the specific products they want. No more digging through newspaper circulars or web sites for coupons that may

never make it off the kitchen table. The customer gets the coupons they want at the point-of-sale (POS) – a powerful way to drive product sales and increase brand loyalty.



Touch Screen Coupon Category Menu



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For the advertiser, the ACM™ delivers immediate results. The ACM allows advertisers to track coupons issued at the POS in real time and shift promotional strategies accordingly. Offers can be targeted across the country, by geographic area, or isolated to specific locations to take advantage of in-store events and promotions. The result: The advertiser is able to target and track promotions more effectively, and integrate those results into an overall marketing program.

Advertiser Benefits

- Instantaneous, electronic distribution of coupons across a market, a region, or a single location
- Continuous tracking of coupons issued
- Real-time, remote updates of promotions
- Low cost, electronic mechanism for testing promotional offers
- Direct reach to consumer at POS
- Increased product exposure above advertising “noise”
- Immediate lift to product sales

Enhancing the Shopping Experience

For the customer, the ACM saves time and money. No longer do they need to engage in the laborious process of clipping and saving coupons, only to discover at the checkout they’ve expired or been left at home. Even more frustrating is to be handed coupons for products just purchased. The ACM eliminates all of this frustration by giving customers immediate access to coupons as they walk in the store.

Customer Benefits

- Saves time and money
- Enhances the shopping experience
- Provides immediate access to coupons before shopping

While the labor-intensive process of clipping and saving coupons is attractive to some consumers, for the vast majority of time-starved, value-conscious shoppers, access to electronic on-demand coupons – available when they walk in the store – will become as common as getting cash from an ATM.

Giving Customers What They Want

Self-service is revolutionizing many aspects of consumer behavior. From airlines to fast food, self-service kiosks are putting customers in charge of the buying experience – and the public is literally eating it up. Self-service is popping up everywhere – self-checkout at the grocery store, self-service photo-processing in drugstores, automated toll payment on highways.

The common thread of the best self-service kiosks currently available: The machines actually streamline the task they're automating. It's not about the technology. It's about the task.

Consumers embrace technology if they see it as solving a problem and adding value to the experience. The ACM gives customers greater selection of coupons, and immediate access to savings. The technology enhances the coupon-clipping experience because it is fast, easy, and fun.

BETACORP™

Growing the Supermarkets' Bottom Line

For the supermarket, the ACM™ delivers a better bottom line – and a more loyal customer. In an industry where more than 70 percent of buying decisions are made at the POS, on-demand coupons greatly increase sales volume. And customers who use the ACM say that it contributes to a more pleasurable shopping experience. The supermarket is seen as providing a service, and loyalty to the store increases.

Step 1



Supermarket Benefits

- Increases sales at POS
- Increases customer loyalty
- Enhances store image and improves customer service
- Provides immediate tracking of coupons issued

Endorsed by:



How the ACM Works

The ACM is a self-service kiosk located inside the entrance of supermarkets. Much like an ATM, the ACM features a computer monitor, with touch-screen technology that guides the customer through the simple process of coupon selection. Powered by an integrated database of manufacturers' coupons, the ACM provides customers with a better organized and larger selection of coupons than print distribution channels such as Sunday newspaper inserts. And because there are no print media costs, the ACM provides advertisers an ideal venue for testing promotions or extending their newspaper marketing programs with electronic, in-store coupon distribution.

HoloVision: A Powerful Visual Complement

To attract shoppers to the ACM, a 3D holographic display projects digital video images that appear as solid objects floating in space. The visuals presented are actually advertising images, developed by the advertiser or in conjunction with BetaCorp.

The 3D medium is an ideal platform for in-store promotions because of its uncanny ability to showcase products in a visually compelling way. Sitting literally on top of the ACM, it acts as a beacon to shoppers, who often try to reach out and touch the products projected in the air in front of them. Together, 3D visuals and immediate coupon delivery are a powerful integrated brand promotional tool.



Coupons

Rates are for single coupon units, priced per month, per ACM™. Up to four different coupons may be scheduled for each coupon unit during a 30-day period. Coupons will be managed through the central ACM data center.

1 Month	6 Months	12 Months	Specifications:
\$50	\$43	\$35	2.5x4", horizontal or vertical. Black on white thermal paper

3-D Advertising Spots

Rates are for standard 5-second spot, priced per month, per ACM. Includes one coupon placement with each 3-D ad spot.

1 Month	6 Months	12 Months	Airings per month/ACM
\$400	\$340	\$280	Approx. 10,000

Specifications: 3-D ad spots are available in 5-, 10-, and 15-second increments. Spots should be submitted in 3-D animation AVI file with minimum CGI resolution of 800 X 600.

3-D Ad Development and Production

For spots submitted in AVI files, a one-time integration fee of \$25/second will be charged to convert spots into 3-D holographic format (waived if produced by BetaCorp).

The BetaCorp graphic design team is available to write, produce and edit spots or other content into 3-D spots as needed. Development and production will be bid on a per-project basis. Estimates may include creation of a storyboard through final production of the 3-D spot ready for downloading to the ACM.

Development and production rates range from \$50 - \$300/second depending on the complexity of the project. Following is a description of the range of animation effects and sample pricing structure.

Level	Object	Animation	Special Effects	Price/second
1	Simple objects, e.g. household bottles, canned soft drinks, logos, titles	Simple static movements, e.g. rotation, dimension change, logo animation	Simple post-production work, e.g. titles, color correction, editing	\$50-\$100
2	Objects of medium complexity, e.g. watches, mobile phones, jewelry, telecommunications equipment, furniture, sports shoes	Dynamic movements, coordinated movement of several objects	Medium complexity post-production, such as taking figures out of environment by blue box technique and replacing with black background	\$100-\$200
3	Complex objects in detail, e.g. cars, internal combustion machines, space shuttles, architectural items, mechanic clockwork with cogwheels, dinosaurs and organic forms, human figures	Particle simulation, character animation, 3-D morphing, physical simulation, e.g. smoke, fog, fire	Complex post-production work, e.g. live character placed in another environment or into 3-D computer graphics background, in real environment, 2-D effects, explosions, fades	\$200-\$300

Note: Objects, animations and effects of different levels may be combined.

Pricing example: Object1 + Animation2 + Special Effects3 = Total/3 = Total price/second